From:	Ehud Weinstein <udi@ehudweinstein.com>
To:	Dror Salee <dror@guardicore.com> Ofir Shalvi <oshalvi@yahoo.com> Ariel Maislos <ariel@maislos.com> ehud barak <ehbarak1@gmail.com> gary@fegel.com
CC:	pavel@guardicore.com Ariel Zeitlin <ariel@guardicore.com>
Date:	Tue, 10/22/2013 5:08:06 PM
Subject:	RE: SDN World Congress - Frankfurt Oct. 15-18 2013

Sounds exciting. Needless to say, participating and contributing to the standard committee can be very important. Good start!!!

Udi.

From: Dror Salee [mailto:dror@guardicore.com]
Sent: Tuesday, October 22, 2013 3:26 PM
To: Ehud Weinstein; 'Ofir Shalvi'; 'Ariel Maislos'; 'ehud barak'; gary@fegel.com
Cc: pavel@guardicore.com; 'Ariel Zeitlin'
Subject: SDN World Congress - Frankfurt Oct. 15-18 2013

We had a very good market interaction in Frankfurt last week.
I general, we got very good response – there seems to be a sense of unfulfilled need for security in SDN.

1. People liked our dynamic honeypot idea and the concept of leveraging SDN to develop advanced security.
2. Another strong feedback – There is an unfulfilled need to add missing security layers to the SDN standard & infrastructure.

Background:

- This event is one of the two major SDN events of the year worldwide. It is not a security event, and this helped us stand out in the crowd.
- The event was dominated by Carriers and Vendors focused on SDN and NFV.
- ONF is the organization standardizing SDN.

Highlights:

- We had a good connection with Dan Pitt (Executive Director of ONF), Marc Woolward (ONF Security group & Networking CTO at Goldman Sachs) and Marc Cohn (ONF Market Education).
    - We got an invitation to contribute security elements to the SDN standards. All of the above enthusiastically invited us to contribute security elements to the SDN standards. We need to pay $30K/year ONF membership in order to participate in the standardization
- NTT Communications – Deploying SDN-based private cloud service. We met Yukio Ito, NTT Communications Board member & SVP Service Infrastructure, and got an invitation to visit them in Tokyo.
- Deutsche Telekom and BT – Both showed high interest in security, asked for follow-up.
- HP – building ecosystem around their controller. Like our ideas and will support.
- Open Daylight (Open source Controller) – met the project manager; Likes our ideas and invited us to contribute.